



CLOWNS AND INDIANS will join black cats, witches and goblins Saturday at the Anza PTA carnival scheduled for 2 to 8 p.m. Spaghetti dinner will be served by Mrs. Raymond Cheney, hospitality chairman. Pictured are, from left, Stephen Davison, Jeffrey Accurso, and Mrs. Marvin Sullivan. Carnival chairman is Mrs. Vincent Accurso. —PRESS photo

DIME-A-DIP DINNER
The children of St. Philomena School, 21900 S. Main St., will present their annual carnival on the school grounds Sunday, from 1 to 6 p.m. Games, booths, baked goods sale and white elephant items will be featured. Concurrently, Mrs. Mike Marincovich, president of the St. Philomena Women's Council, announced that a "Dime-A-Dip" dinner will be presented in the school

RUMMAGE SALE
St. Therese Guild of St. Margaret Mary Church will hold its semi-annual rummage sale at the parish hall, 225th St. and Eshelman, Lomita, from 9 a.m. to 9 p.m. Friday. Each serving of each item will cost ten cents. The public is invited. No reservations are necessary.

LITTLE LEAGUE DANCE
North Torrance East Little League will sponsor a "Ghost and Goblins Dance" at 9 p.m. Saturday at the American Legion Hall, 1109 Border Ave. Music will be provided by Paul's Esquires. Donation is \$1 per ticket. Tickets may be purchased at the door or by calling DA 9-6653 or DA 9-9104. Proceeds will go to buy bats, balls, and uniforms for the league.

COSTUME PARADE
The annual Jefferson Elementary School PTA carnival will be held Saturday from 11 a.m. to 5 p.m. A Halloween costume parade open to all ages will be held at noon with prizes awarded to winners. Included among the carnival booths will be: a cake walk, bean bag toss, dessert, dart booth, and snack booths.

Is that REALLY the same woman?

It is. Same dress, earrings and hair-do, too... but the pictures of this 43-year-old housewife* were taken 6 months apart.

What made the big difference? What firmed those sagging contours that detracted from an otherwise pretty face? What made her look so much younger that it's hard to believe this is the same woman?

She didn't have her face lifted, or experience any significant weight change. What she did do was use the Zeigler Facial Exerciser... regularly, faithfully.

The Zeigler Facial Exerciser is a remarkable electronic unit that helps to stimulate facial circulation... gently exercises facial muscles that are beginning to sag as a result of normal processes of aging.

Want to know more about it? For a free demonstration without obligation, call 320-2631, or write:

Zeigler
*Name furnished on request.

Torrance Studio
1624 Gramercy, Torrance

HOURS:
Mon. Thru. Fri.
9 a.m. to 5 p.m.
Eve. and Sat.
by appointment

Little League Officers Named

Election for Southwood Little League Women's Auxiliary was held at Anza School, 11400 Ellinwood Dr., Thursday night, Oct. 3 at 8 p.m.

Elected were: Mmes. Robert Thurston, president; Bob Gibson, vice president; Steve Haston, secretary; Ed Farrah, treasurer; Ed Subflosky, purchasing agent, and Ralph Isham, ways and means.

Mens board will include: George Sido, president; Larry Miller, vice president; Mrs. Bob Quinn, secretary; Robert Thurston, treasurer; Ed Stahlberg, players agent; Ed Nicodemus, chief umpire; Kieth Dobson, statistician; Roy Erickson, purchasing agent, and Ben Young, field superintendent.

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Answers to key questions about the investor-owned electric utility industry and the all-electric future

Did you know you probably "own" part of the electric utility industry? Nearly everyone in the United States has a stake in the future of the investor-owned electric utility industry. It's a fact! If you have a bank account, carry insurance, belong to a "fund" or any organization with money to manage, you are probably an indirect owner—since all these types of institutions are investors in electric utility company securities.

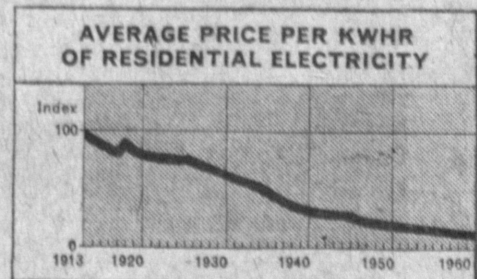
How about the direct owners? There are some four million direct owners of America's business-managed electric utility industry: men and women who have invested their savings in companies such as Southern California Edison. More than 100,000 people like you and your neighbors are investors who directly own Southern California Edison. No wonder Edison service is perpetually polished and perfected. The boss is all around us!

INVESTORS IN THE ELECTRIC INDUSTRY	
DIRECT INVESTORS	
Shareholders	4 million
Bondholders	Number unknown
INDIRECT INVESTORS	
Life Insurance Policyholders	130 million
Mutual Savings	
Bank Depositors	22.5 million
Members, Shareholders, Policyholders in Charitable, Fraternal, Religious, Educational Organizations and Foundations	Total number unknown

This table shows the ownership of America's electric utility industry. It's a picture of power widely owned and well-managed for the benefit of almost everyone.

What effect has investor-ownership had on the cost of electricity for you and your family?

Despite rising costs and rising prices everywhere else you look, the cost of the average kilowatt-hour of electricity to the residential consumer in America has gone steadily down (see chart below).



Chairman, quality control

Meet the most important person in our lives: A customer. As an investor-owned, business managed company, all Southern California Edison plans and all Edison people have the one big objective: Customer satisfaction. We move ahead only as we serve and please our customers. Happily for us (and for our 120,000 stockholders) electric living grows and grows in popularity. People say nice things about the quality of our service. And Edison electricity continues to be today's biggest bargain! You have an important stake in the electric utility industry. To find out about it, please read right.

One big reason for this: the business-managed companies are constantly protecting the interests of their customers (who are also their owners) by increasing efficiencies to make electricity one of our age's biggest values.

Here in Central and Southern California, the record has been outstanding. The average cost of a kilowatt-hour of electricity to Edison residential customers is 26% lower today than it was in 1939.

For more details, send for your copy of "The Answers to 30 Questions." Write: Advertising Department, Southern California Edison Company, P.O. Box 351, Los Angeles 53, California.

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